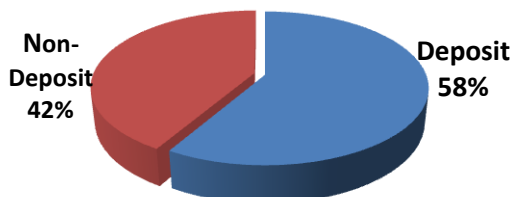




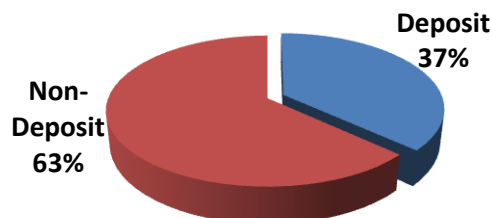
Bottle Recycling Fact Sheet

FEWER DEPOSIT BOTTLES BECOME LITTER

Bottle Sales in MA

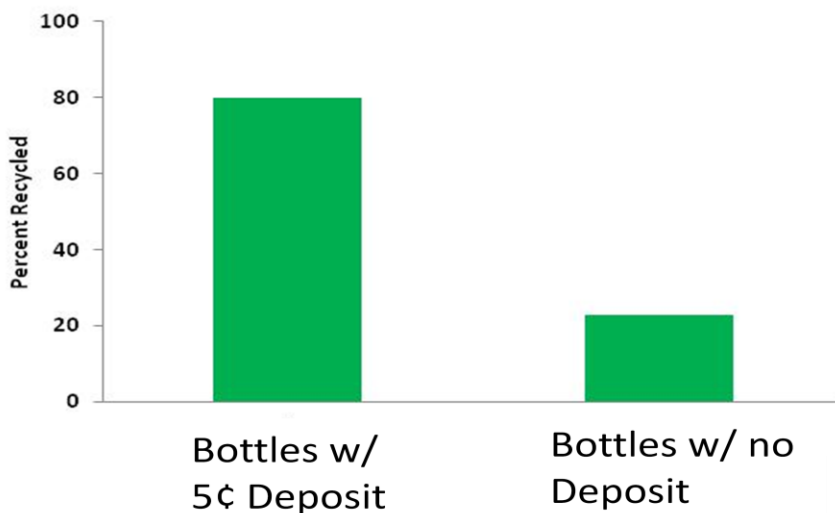


Bottles in Litter



Non-Deposit containers represent only 42% of bottle sales but 63% of bottles found in litter in public places, parks, beaches, etc.*

MORE DEPOSIT BOTTLES ARE RECYCLED



STUDIES SHOW DEPOSITS HAVE NO OVER-ALL PRICE IMPACT

\$0.00

Studies have shown that there is no discernible price difference between beverages in Massachusetts that have a 5¢ deposit and the same product sold in New Hampshire (with no deposit).

* Beverage Containers in Litter and Public Area Waste Receptacles, Recycling and Resource Management Consulting, 2009; Bottled Up: Beverage Container Recycling Stagnates (2000-2010) Container Recycling Rates & Trends, 2013, CRI

What's the difference between these bottles?

Soda Bottle
5¢ Deposit

Water Bottle
No Deposit



~80% get recycled

23% get recycled

**>3 times more likely
to be recycled into
carpets, fleece, etc.
compared to water
bottles**

**>3 times more
likely to end up as
litter at parks,
playgrounds,
beaches etc.**